

Amendments to the Specification:

Please replace the Abstract of the Disclosure Section with the following amended section:

Abstract of the Disclosure**ABSTRACT OF THE DISCLOSURE**

An advertisement auction system is presented in which content/opportunity providers 160 announce to advertisers 144 that they have an opportunity to present an advertisement to a consumer 100. The advertiser 144 transmits ad characterization information ~~which~~ that is correlated with the consumer profile. Based upon the results of the correlation, the advertisers 144 place bids for the advertisement opportunity. Upon acceptance of a bid, the advertisement is delivered to the consumer 100. The system can be applied to a variety of media including Internet advertisements, advertisements delivered over cable television systems, and printed materials such as magazines and periodicals. The system allows consumers 100 to receive more targeted advertisements ~~which~~ that match their lifestyle and interests, ~~insures~~ ensures advertisers 144 that their ads will be received by the appropriate audience, and allows the content/opportunity provider 160 the ability to maximize revenue for the advertising opportunity.